

<b>Notice of References Cited</b>	Application/Control No. 09/909,955	Applicant(s)/Patent Under Reexamination DULL ET AL.	
	Examiner Romain Jeanty	Art Unit 3623	Page 1 of 2

**U.S. PATENT DOCUMENTS**

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
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**NON-PATENT DOCUMENTS**

*		Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)
	U	Pilon "Extensions to the Analysis of Choice Studies"; Sawtooth Software; 1998; Pages 1-17
	V	Dick et al "Commercial Use of Conjoint Analysis in Europe: Results and Critical Reflections" Sawtooth Software; 1992, Pages 1-18
	W	Joel "Conjoint Analysis: How We Got Here and Where We Are (An Update"; Sawtooth Software; 1978; Pages 1-14
	X	Pinnell "Multistage Conjoint Methods to Measure Price Sensitivity"; Sawtooth Software; 1994; Pages 1-19

\*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)  
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	Examiner Romain Jeanty	Art Unit 3623	Page 2 of 2

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	V	Ken "Individual level discrete-choice conjoint using CBC/HB"; 9/2001; Market Research v13n1 PP 31-33; Dialog file 15, Accession No. 02149896.
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